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CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the below date:

Date: July 13, 2006 Name: James P. Naughton

Signature: *James P. Naughton*

BRINKS  
HOFFER  
GILSON  
& LIONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: William Gross

Appln. No.: 09/765,270

Filed: January 18, 2001

For: SYSTEM AND METHOD FOR RANKING  
ITEMS

Attorney Docket No: 9623/656

Examiner: Joseph A. Fischetti

Art Unit: 3627

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- ☒ Check for \$180.00; Fifth Supplemental Information Disclosure Statement (2 pgs.); PTO 1449 Form (1pg.) and copy of four listed reference F13-F16.
- ☒ Return Receipt Postcard

Fee calculation:

- ☐ No additional fee is required.
- ☐ Small Entity.
- ☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).
- ☐ A petition or processing fee in an amount of \$\_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_\_).
- ☐ An additional filing fee has been calculated as shown below:

|   |                                     |       |                                    |                  | Small Entity |           |    | Not a Small Entity |           |
|---|-------------------------------------|-------|------------------------------------|------------------|--------------|-----------|----|--------------------|-----------|
|   | Claims Remaining<br>After Amendment |       | Highest No.<br>Previously Paid For | Present<br>Extra | Rate         | Add'l Fee | or | Rate               | Add'l Fee |
| Total                                     |                                     | Minus |                                    |                  | x \$25=      |           |    | x \$50=            |           |
| Indep.                                    |                                     | Minus |                                    |                  | x 100=       |           |    | x \$200=           |           |
| First Presentation of Multiple Dep. Claim |                                     |       |                                    |                  | +\$180=      |           |    | +\$360=            |           |
|   |                                     |       |                                    |                  | Total        | \$        |    | Total              | \$        |

Fee payment:

- ☒ A check in the amount of \$180.00 is enclosed.
- ☐ Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.
- ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Date

7/13/06

Respectfully submitted,

*James P. Naughton*  
James P. Naughton (Reg. No. 30,665)

Brinks Hofer Gilson Lione

**CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8**

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 Date: July 13, 2006 Name: James P. Naughton Signature: *James P. Naughton*

**BRINKS  
HOFFER  
GILSON  
& LIONE**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Appln of: William Gross

Serial No.: 09/765,270

Filing Date: January 18, 2001

For: SYSTEM AND METHOD FOR  
RANKING ITEMS

Docket No. 9623/656

Examiner: Joseph A. Fischetti

Group Art Unit: 3627

**FIFTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

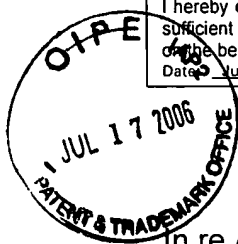
Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Fifth Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

**U.S. PATENT DOCUMENTS**

| <b>DOCUMENT<br/>NUMBER</b><br><small>Number-Kind Code (if known)</small> | <b>DATE</b> | <b>NAME</b>     |
|--|-------------|-----------------|
| US 5,826,260   | 10/20/1998  | Byrd et al.     |
| US 5,937,392   | 08/10/1999  | Alberts         |
| US 5,948,061   | 09/07/1999  | Merriman et al. |
| US 6,009,409   | 12/28/1999  | Adler et al.    |
| US 6,009,410   | 12/28/1999  | LeMole et al.   |
| US 6,138,155   | 10/24/2000  | Davis et al.    |
| US 6,272,507 B1  | 08/07/2001  | Pirolli et al.  |
| US 6,295,061 B1  | 09/25/2001  | Park et al.     |
| US 6,379,251 B1  | 04/30/2002  | Auxier et al.   |
| US 2002/0099812 A1   | 07/25/2002  | Davis et al.    |
| US 6,880,123 B1  | 04/12/2005  | Landsman et al. |
| US 6,892,238 B2  | 05/10/2005  | Lee et al.      |



## NON-PATENT DOCUMENTS


|   |
|---|
| "Google AdSense - Glossary", downloaded from the Internet on April 3, 2006 at: <a href="https://www.google.com/adsense/glossary">https://www.google.com/adsense/glossary</a> , dated 4/3/06, pp. 1-6. |
| Lohse, Gerald L., et al., "Quantifying the Effect of User Interface Design Features on Cyberstore Traffic Sales", <i>CHI '98</i> , Los Angeles, CA, April 18-23, 1998, pp. 211-218.                   |
| Risden, K. et al., "Interactive Advertising: Patterns of Use and Effectiveness", <i>CHI '98</i> , Los Angeles, CA, April 18-23, 1998, pp. 219-224.  |
| Surendra N. Singh, et al. "Web Home Pages as Advertisements", <i>Communications of The ACM</i> , August 1999, Vol. 42, No. 8, Pages 91-98.  |

In accordance with 37 C.F.R. § 1.97(g), (h), this Fifth Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

Applicant has further calculated a processing fee in the amount of \$180.00 to be due under 37 C.F.R. §1.97(c)(2) in connection with the filing of this Statement. Applicant has enclosed a check covering this fee, or authorized charging the fee to a deposit account, as indicated in the Transmittal accompanying this Statement.

Applicant respectfully requests that the listed documents be made of record in the present case.

Respectfully submitted,

  
James P. Naughton  
Registration No. 30,665  
Attorney for Applicant

BRINKS HOFER GILSON & LIONE  
P.O. Box 10395  
Chicago, IL 60610  
Tel. (312) 321-4200  
Fax (312) 321-4299



|   |                             |                             |
|---|-----------------------------|-----------------------------|
| FORM PTO-1449   | SERIAL NO.<br>09/765,270    | CASE NO.<br>9623/656        |
| <b>LIST OF PATENT AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b> | FILING DATE<br>Jan 18, 2001 | GROUP ART UNIT<br>3627      |
| (use several sheets if necessary)   |                             | APPLICANT(S): William Gross |

**REFERENCE DESIGNATION U.S. PATENT DOCUMENTS**

| EXAMINER<br>INITIAL |     | DOCUMENT<br>NUMBER<br><small>Number-Kind Code (if known)</small> | DATE       | NAME            | CLASS/<br>SUBCLASS | FILING<br>DATE |
|---------------------|-----|--|------------|-----------------|--------------------|----------------|
|                     | F1  | US 5,826,260   | 10/20/1998 | Byrd et al.     |                    |                |
|                     | F2  | US 5,937,392   | 08/10/1999 | Alberts         |                    |                |
|                     | F3  | US 5,948,061   | 09/07/1999 | Merriman et al. |                    |                |
|                     | F4  | US 6,009,409   | 12/28/1999 | Adler et al.    |                    |                |
|                     | F5  | US 6,009,410   | 12/28/1999 | LeMole et al.   |                    |                |
|                     | F6  | US 6,138,155   | 10/24/2000 | Davis et al.    |                    |                |
|                     | F7  | US 6,272,507 B1  | 08/07/2001 | Pirolli et al.  |                    |                |
|                     | F8  | US 6,295,061 B1  | 09/25/2001 | Park et al.     |                    |                |
|                     | F9  | US 6,379,251 B1  | 04/30/2002 | Auxier et al.   |                    |                |
|                     | F10 | US 2002/0099812 A1   | 07/25/2002 | Davis et al.    |                    |                |
|                     | F11 | US 6,880,123 B1  | 04/12/2005 | Landsman et al. |                    |                |
|                     | F12 | US 6,892,238 B2  | 05/10/2005 | Lee et al.      |                    |                |

**FOREIGN PATENT DOCUMENTS**

| EXAMINER<br>INITIAL |  | DOCUMENT<br>NUMBER<br><small>Number-Kind Code (if known)</small> | DATE | COUNTRY | CLASS/<br>SUBCLASS | TRANSLATION<br>YES OR NO |
|---------------------|--|--|------|---------|--------------------|--------------------------|
|                     |  |  |      |         |                    |                          |
|                     |  |  |      |         |                    |                          |

| EXAMINER<br>INITIAL | OTHER ART – NON PATENT LITERATURE DOCUMENTS<br><small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.</small> |   |
|---------------------|--|---|
|                     | F13  | "Google AdSense - Glossary", downloaded from the Internet on April 3, 2006 at: <a href="https://www.google.com/adsense/glossary">https://www.google.com/adsense/glossary</a> , dated 4/3/06, pp. 1-6. |
|                     | F14  | Lohse, Gerald L., et al., "Quantifying the Effect of User Interface Design Features on Cyberstore Traffic Sales", <i>CHI '98</i> , Los Angeles, CA, April 18-23, 1998, pp. 211-218.                   |
|                     | F15  | Risden, K. et al., "Interactive Advertising: Patterns of Use and Effectiveness", <i>CHI '98</i> , Los Angeles, CA, April 18-23, 1998, pp. 219-224.  |
|                     | F16  | Surendra N. Singh, et al. "Web Home Pages as Advertisements", <i>Communications of The ACM</i> , August 1999, Vol. 42, No. 8, Pages 91-98.  |

|          |                 |
|----------|-----------------|
| EXAMINER | DATE CONSIDERED |
|----------|-----------------|

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.